



## FOR IMMEDIATE RELEASE

### Contact:

Media Relations

Pride Holdings Group

Email: [press@prideholdingsgroup.com](mailto:press@prideholdingsgroup.com)

Website: [www.prideholdingsgroup.com](http://www.prideholdingsgroup.com)

## **Pride Holdings Group (Formerly Parliament House Enterprises Inc.) Appoints Kyle Kane as Chief Strategy Officer to Boost Shareholder Value Creation and Accelerate Global Expansion**

**Fort Lauderdale, FL — PRIDE Holdings Group (OTC: PHSE)**, a premier LGBTQ+ hospitality company, today announced the appointment of **Kyle Kane** as **Chief Strategy Officer (CSO)**. Kane's addition strengthens the company's leadership bench as PRIDE Holdings executes its acquisition rollup strategy and launches new high-margin business units designed to deliver long-term shareholder value.

Kane is an accomplished content creator, executive producer, TEDx speaker, and award-winning entrepreneur. His most recent venture, **180 South**, ranked **#13 on the Inc. 500 list of Fastest Growing Companies in America** and **#24 globally in Marketing and Advertising**. Kane has built creative campaigns for some of the world's most recognized brands and artists—including **Katy Perry, Kylie Jenner, Rihanna and Samsung**—resulting in more than **\$2 billion in attributable sales impact**.

"PRIDE Holdings is positioned as both a cultural market leader and a shareholder value play," said Kane. "Through the Agency Services Division, we are building a scalable revenue engine that connects Fortune 500 brands with LGBTQ+ audiences while expanding our acquisition portfolio. Investors can expect measurable growth across revenue, equity value, and brand positioning as PRIDE Holdings cements its role as the category-defining hospitality company of the future."

### **Projected Financial Impact**

- **Revenue Growth:** With the addition of the **Agency Services Division**, PRIDE Holdings anticipates **high-margin recurring revenue** streams projected to contribute up to **25–30% of annual topline growth within 24 months**.
- **EBITDA Expansion:** Diversified revenue from brand partnerships and creator-led activations is expected to expand **EBITDA margins by 15–20%** as the portfolio scales.
- **Acquisition Rollup Strategy:** Continued expansion into key markets, including **New Orleans, New York City, Fort Lauderdale, Barcelona, Los Angeles, Atlanta, Italy and Thailand**, is projected to **triple property-driven revenue over the next three years**.



- **Shareholder Returns:** By combining predictable hospitality cash flows with scalable agency revenue, PRIDE Holdings projects a **compound annual growth rate (CAGR) of 20%+**, driving long-term equity value for PHSE shareholders.

### **Scaling Through Acquisitions and Diversified Revenue**

PRIDE Holdings' acquisition rollup strategy continues to consolidate LGBTQ+ venues and cultural assets worldwide, ensuring diversified income across hospitality, entertainment, and brand services. Recent launches have already demonstrated strong demand with **sold-out multi-day openings in New Orleans** and **25,000+ virtual registrations for global activations**.

Kane will spearhead the **Agency Services Division**, which will act as the gateway for corporations to integrate authentically with LGBTQ+ audiences worldwide. This new model, layered with proprietary technology platforms, creator collaborations, and exclusive partnership access, positions PRIDE Holdings as the clear market leader in LGBTQ+ hospitality and culture.

### **Strengthening Market Position for Investors**

"Adding Kyle Kane to our executive leadership team is a value-driven decision for our shareholders," said Michael Barrett, CEO of PRIDE Holdings Group. "Kyle has a proven record of building billion-dollar market impact. His leadership will sharpen our acquisition thesis, expand our recurring revenue model, and accelerate our goal of making PHSE the most valuable LGBTQ+ hospitality stock in the public markets."

For more information, please visit [www.prideholdingsgroup.com](http://www.prideholdingsgroup.com).